

ENTREPRENEURSHIP AND INNOVATION, BS

The Entrepreneurship and Innovation concentration provides a cross-departmental set of skills, analytical tools, perspectives, and experiences to prepare students for careers as autonomous entrepreneurs, family-business entrepreneurs, or entrepreneurs in corporate settings. Whether a student wants to start a business while in school, join an emerging business, or set the groundwork to launch a new firm later in a career, the concentration prepares students for all of these exciting options by examining both entrepreneurial innovation and its surrounding ecosystem. Entrepreneurial skills and thinking are actively sought by more competitive and profitable growing businesses. The special strength of this program is that it combines theory with practice, providing students the opportunity to test the theories, models, and strategies learned in the classroom by creating real business plans, working on other field projects, and gaining access and insight from leaders in the entrepreneurial business community.

The Entrepreneurship and Innovation concentration and related co-curricular activities are supported in part by the Goergen Entrepreneurial Management Program at the Wharton School's Venture Lab.

For more information: <https://mgmt.wharton.upenn.edu/programs/undergraduate/management-specializations/entrepreneurship-and-innovation/>

Entrepreneurship & Innovation Concentration

| Code | Title | Course Units |
|---|--|--------------|
| Entrepreneurship & Innovation Foundation Courses: ¹ | | 1 |
| MGMT 2300 | Entrepreneurship | |
| MGMT 2120 | Social Entrepreneurship | |
| | or MGMT 2670 Entrepreneurship and Technological Innovation | |
| Select three course units from the set of approved courses listed below: ² | | 3 |
| Select a minimum of one course unit from Entrepreneurial Activity Within Organizations: | | |
| HCMG 3910 | Health Care Entrepreneurship | |
| LGST 2130 | Legal Aspect of Entrepreneurship | |
| MGMT 1170 | Global Growth of Emerging Firms | |
| MGMT 2120 | Social Entrepreneurship | |
| MGMT 2130 | Entrepreneurship through Acquisition | |
| MGMT 2140 | Market Dynamics and Technical Change ³ | |
| MGMT 2290 | Intellectual Property Strategy for the Innovation-Driven Enterprise | |
| MGMT 2310 | Entrepreneurship Launchpad | |
| MGMT 2320 | Business Model Innovation Strategy | |
| MGMT 2330 | Strategies and Practices of Family-Controlled Companies | |
| MGMT 2650 | Culture of Technology: Culture & Institutions of the Tech Sector--Bridging Research and Practice | |

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| MGMT 2670 | Entrepreneurship and Technological Innovation | |
| MGMT 2910 | Negotiations | |
| MKTG 2210 | New Product Management ⁴ | |
| MKTG 2270 | Digital Marketing and Electronic Commerce ⁵ | |
| MKTG 2340 | Idea Generation & the Systematic Approach for Creativity | |
| MKTG 2410 | Entrepreneurial Marketing | |
| MKTG 2470 | Marketing Strategy for Technology Platforms | |
| MKTG 2620 | New Product Development ⁴ | |
| MKTG 2700 | Digital Marketing, Social Media and E-Commerce ⁵ | |
| OIDD 2360 | Scaling Operations in Technology Ventures: Linking Strategy and Execution | |
| OIDD 3140 | Enabling Technologies | |
| OIDD 4150 | Product Design | |
| REAL 3750 | Real Estate Disruptions | |
| REAL 3960 | Real Estate Entrepreneurship | |
| Select a minimum of one course unit from Ecosystem Surrounding the Organization: | | |
| FNCE 2500 | Venture Capital and the Finance of Innovation | |
| FNCE 2510 | The Finance of Buyouts and Acquisitions | |
| HCMG 3910 | Health Care Entrepreneurship | |
| LGST 2050/ MKTG 2600 | Innovation, Marketing Strategy, and Antitrust | |
| LGST 2130 | Legal Aspect of Entrepreneurship | |
| LGST 2220 | Internet Law, Privacy, and Cybersecurity | |
| MGMT 1170 | Global Growth of Emerging Firms | |
| MGMT 2130 | Entrepreneurship through Acquisition | |
| MGMT 2140 | Market Dynamics and Technical Change ³ | |
| MGMT 2290 | Intellectual Property Strategy for the Innovation-Driven Enterprise | |
| MGMT 2330 | Strategies and Practices of Family-Controlled Companies | |
| MGMT 2490 | Mergers and Acquisitions | |
| MGMT 2640 | Venture Capital and Entrepreneurial Management | |
| MGMT 2650 | Culture of Technology: Culture & Institutions of the Tech Sector--Bridging Research and Practice | |
| MGMT 2670 | Entrepreneurship and Technological Innovation | |
| MGMT 2910 | Negotiations | |
| MKTG 2210 | New Product Management ⁴ | |
| MKTG 2620 | New Product Development ⁴ | |
| OIDD 3140 | Enabling Technologies | |
| OIDD 4150 | Product Design | |
| REAL 3750 | Real Estate Disruptions | |
| REAL 3960 | Real Estate Entrepreneurship | |
| Other Wharton Requirements | | 33 |
| Total Course Units | | 37 |

- ¹ Students in the M&T Program must substitute MGMT 2370 in place of MGMT 2300 and MGMT 2670.
- ² A minimum of one course unit must address 'Entrepreneurial Activity Within Organizations' and a minimum of one course unit must address 'Ecosystem Surrounding the Organization.' Courses that address both perspectives may be applied to either category, but not both.
- ³ Only one of MGMT 21400 and MGMT 2370 may be included in the major. Management and Technology students cannot take MGMT 2140.
- ⁴ Only one of MKTG 2210 and MKTG 2620 may be included in the major.
- ⁵ Only one of MKTG 2270 and MKTG 2700 may be included in the major. Permission from the undergraduate advisor Allison Elias (eliasal@wharton.upenn.edu) is required to substitute a related course. Only 1.0 CU out of the four total CU may be allotted to the aggregate of Global Modular Courses, Global Virtual Courses, Advanced Study Projects, Independent Study Projects, and/or Research Theses.

Other Wharton Requirements

| Code | Title | Course Units |
|---|---|--------------|
| First-Year Foundations | | |
| BEPP 1000 | Introductory Economics for Business Students ¹ | 1 |
| MATH 1400 | Calculus, Part I | 1 |
| | or MATH 1100 Calculus for Wharton Students | |
| <i>Writing</i> | | |
| | Critical Writing Seminar | 1 |
| Business | | |
| | <i>Business Breadth (non-concentration courses)</i> | 3 |
| <i>Leadership Journey</i> | | |
| WH 1010 | Business and You | 0.5 |
| WH 2010 | Business Communication for Impact | 0.5 |
| MGMT 3010 | Teamwork and Interpersonal Influence | 0.5 |
| | Capstone Course/Project | 0.5 |
| <i>Fundamentals</i> | | |
| ACCT 1010 | Accounting and Financial Reporting | 1 |
| ACCT 1020 | Strategic Cost Analysis | 1 |
| BEPP 2500 | Managerial Economics | 1 |
| FNCE 1000 | Corporate Finance | 1 |
| FNCE 1010 | Monetary Economics and the Global Economy | 1 |
| LGST 1000 | Ethics and Social Responsibility | 1 |
| | or LGST 1010 Law and Social Values | |
| MKTG 1010 | Introduction to Marketing | 1 |
| OIDD 1010 | An Introduction to Operations, Information and Decisions | 1 |
| STAT 1010 | Introductory Business Statistics | 1 |
| STAT 1020 | Introductory Business Statistics | 1 |
| <i>Global Economy, Business & Society</i> | | |
| | One course unit required | 1 |
| <i>Technology, Innovation & Analytics</i> | | |
| | One course unit required | 1 |
| Liberal Arts & Sciences | | |
| | <i>Foreign Language</i> | 1 |

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| Second semester-level course or equivalent required | 1 |
| <i>Humanities</i> | |
| At least one course unit required | 1 |
| <i>Natural Science, Math & Engineering</i> | |
| At least one course unit required | 1 |
| <i>Social Science</i> | |
| At least one course unit required | 1 |
| <i>Cross-Cultural Perspectives</i> | |
| Three course units required ² | 3 |
| Unrestricted Electives | |
| Five course units required | 5 |
| Total Course Units | 33 |

¹ For students who take ECON 0100 Introduction to Micro Economics and ECON 0200 Introductory Economics: Macro in place of BEPP 1000 Introductory Economics for Business Students of these courses can be slotted for BEPP 1000 on the worksheet. The second course may be used to fulfill a General Education Distribution or Unrestricted Elective requirement.

² Two can double-count as Humanities; Natural Science, Math & Engineering; Social Science; or Flex Gen Ed.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2023 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.
